



Attorney Docket No. 166.001A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Najmi et al.

Serial No. 10/038,494

Filed: January 3, 2002

For: INTELLIGENT ADAPTIVE  
OPTIMIZATION OF DISPLAY  
NAVIGATION AND DATA  
SHARING

Examiner:

Group Art Unit:

**PRELIMINARY AMENDMENT**

Commissioner for Patents  
Washington, D.C. 20231

April 5, 2002

Dear Sir:

Please add the following claims to the above-referenced application.

23. A computer system for presenting an optimized selection of alternatives from a plurality of alternative choices to a user through an electronic device, characterized in that the computer system is configured to:

provide an objective model for said plurality of alternative choices, said objective model reflecting at least user-specific weighting factors for said alternative choices;

apply said objective model to a first ordered selection of choices to derive a recommended selection of choices of optimized order, said optimized order being determined by said objective model; and

maintain said recommended selection of choices for presentation to said user through said electronic device substantially in said optimized order.

24. The system of claim 23 further characterized in that said objective model reflects third-party weighting factors and said objective model includes an Objective Function of the form:

$$\sum (v_i + \lambda) b_i e^{-\gamma d_i}$$

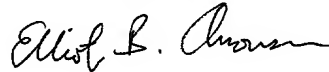
in which the parameters  $b_i$  reflect said user-specific weighting factors, the parameters  $v_i$  reflect said third-party weighting factors, the variables  $d_i$  represent an ordering of said plurality of alternative choices, and the parameters  $\lambda$  and  $\gamma$  are empirically adjusted constants.

25. The system of claim 23, further characterized in that said computer system is configured to:

provide a statistical model for setting the values of at least some of said user-specific weighting factors and to apply said statistical model for setting said values; and  
apply said objective model with said values set by said statistical model to a first ordered selection of choices to derive a recommended selection of choices of optimized order, said optimized order being determined by said objective model.

26. The system of claim 25 wherein said statistical model includes an estimator of Empirical Bayes formulation for setting said values.

Respectfully submitted,



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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on the date shown below.

April 5, 2002 By Elliot B. Aronson  
Date Elliot B. Aronson  
Reg. No. 29,279